

### REMARKS

Claims 2, 3, 5-11 and 13-44 are pending in the application. Claims 1-4 and 11-21 were rejected under 35 U.S.C. §103(a), as described on pages 2-5 of the Office Action. Claims 5, 6 and 20 were rejected under 35 U.S.C. §103(a), as described on page 5 of the Office Action. Claims 7-9 were rejected under 35 U.S.C. §103(a), as described on pages 5-6 of the Office Action. Claim 10 was rejected under 35 U.S.C. §103(a), as described on pages 6-7 of the Office Action. Claims 13, 22, 31, 35, 38 and 44 are the only independent claims.

The specification has been amended to place the application in correct idiomatic English. Attached hereto is a Substitute Specification and a marked up version thereof indicating the amendments. It is respectfully submitted that no new matter has been added to the Substitute Specification.

On November 7, 2000, Applicants submitted an Information Disclosure Statement (IDS) including a form PTO-1449 listing the three references therein. It is respectfully submitted that the IDS was filed in compliance with 37 C.F.R. §§ 1.97 and 1.98. However, the Office Action failed to include an initialed copy of the form PTO-1449 corresponding to the IDS, indicating that the references submitted therewith have been considered by the Office. Applicants respectfully request consideration of the IDS and therefore request an initialed copy of the form PTO-1449.

Item 12 of the Office Action Summary indicates that "some" of the certified copies of the priority documents have been received. It is respectfully submitted that as indicated in the Declaration executed on November 1, 2000, the above-identified application claims priority benefits to Japanese Application No. 316719/1999, dated November 8, 1999. Accordingly, Applicants respectfully request that acknowledgement be made that all of the certified copies of the priority documents have been received.

It is respectfully submitted that claims 2, 3, 5-11, 13-21 and 44 are patentable over the prior art of record for the following reasons.

Claim 44 is drawn to a terminal for receiving a first content to be broadcast, while fetching a second content stored on a network, and interrelating the received first content and the fetched second content with each other for reproduction and output, wherein each second content is assigned

a URL indicating where the second content is stored on the network, and wherein the first content is embedded with **tag information which indicates attributes related to the second content** to be interrelated with the first content for reproduction and output. The terminal of claim 1 comprises, *inter alia*, a URL specifying means which “**refers to the tag information embedded in the first content**” to specify at least “**one URL assigned to the second content**” to be interrelated with the first content for reproduction and output. The terminal of claim 1 further comprises a fetch means for fetching the second content “**assigned with the URL specified by the URL specifying means.**”

Similarly, the content providing system of claim 13 comprises a broadcast device that is operable to embed, in the first content, “**tag information which indicates attributes related to the second content**” to be interrelated with the first content for reproduction and output. Furthermore, the system of claim 13 comprises a terminal that is operable to specify any one URL “**based on the tag information embedded in the received first content,**” and to fetch the second content having the URL assigned thereto.

As emphasized above, in one aspect of the present invention, the tag information embedded in the first content is not a URL, but is information which indicates attributes relating to the second content. In claim 44, the URL specifying means refers to the tag information embedded in the first content to specify a URL assigned to the second content and a fetch means fetches the second content having the specified URL. In claim 13, the broadcast device embeds, in the first content, tag information that indicates attributes related to the second content and the terminal specifies when URL based on the tag information embedded in the received first content and fetches the second content having the assigned URL.

It is respectfully submitted that the applied prior art fails to teach, either singly or in combination, the above-identified limitations.

As discussed on page 2 of the Office Action, Rangan does not disclose utilizing a URL to indicate where to content is stored on the network, and means for fetching the content from the network. Although not discussed in the Office Action, it is additionally respectfully submitted that Rangan does not disclose utilizing tag information which indicates attributes related to the content and then determine a URL to indicate where the content is stored.

Nevertheless, page 2 of the Office Action relies on a teaching of Zigmond for allegedly disclosing a receiver that “monitors the vertical blanking interval of a currently watched program for HTML data or a URL, then utilizes the URL to retrieve HTML data from the Internet (column 5, lines 34-46, column 6, lines 24-37).”

While not admitting to the asserted teachings of Zigmond, it is respectfully submitted that Zigmond does not teach embedding tag information in the first content, wherein the tag information indicates attributes related to the second content. On the contrary, Zigmond, at most teaches or suggests storing HTML or XML and a resource identifier that is a URL. **On the contrary, in the present invention, a URL is not embedded in the first content.** In accordance with the present invention tag information is embedded in the first content, wherein the tag information indicates attributes related to the second content. This is described, for example, in the original Specification from page 24, line 20 through page 25, line 1 and page 28, lines 1-14 and is illustrated, for example, in Fig. 9.

Because neither Rangan nor Zigmond teaches or suggested having tag information which indicates attributes related to a second content embedded in the first content, neither Rangan nor Zigmond teaches or suggests: URL specifying means which refers to tag information embedded in first content to specify at least one URL assigned to second content to be interrelated with the first content for reproduction output or fetch means for fetching the second content assigned with the URL specified by the URL specifying means, as required in independent claim 44; or a broadcast device that is operable to embed, in first content, tag information which indicates attributes related to second content to be interrelated with the first content for reproduction and output or a terminal that is operable to specify any one URL based on the tag information embedded in the received first content, and to fetch the second content having the URL assigned thereto, as required in independent claim 13. It is additionally therefore respectfully submitted that a combination of the teachings of Rangan in view of Zigmond would additionally fail to teach that which is required in independent claims 44 and 13.

In light of the above discussion, it is respectfully submitted that claims 44 and 13 are patentable over the combination of Rangan in view of Zigmond within the meaning of 35 U.S.C. §

103. Furthermore, as claims 2, 3, 5-11 and 14-21 are dependent upon claims 44 and 13, respectively, and therefore include all of the limitations thereof, it is additionally respectfully submitted that claims 2, 3, 5-11 and 14-21 are patentable over Rangan in view of Zigmond within the meaning of 35 U.S.C. § 103.

It is respectfully submitted that neither Saito, Kato '557 nor Kato '663 teaches the shortcomings of Rangan in view of Zigmond such that a combination of Rangan, Zigmond, Saito, Kato '557 and Kato '663 would teach that which is required in independent claims 44 and 13.

As discussed on page 5 of the Office Action, Sato is relied upon for allegedly disclosing "a program viewing system in which the decode data may be transmitted over a second interface (Figure 4, column 7, lines 8-28)."

As described on page 6 of the Office Action, Kato '557 is relied upon for allegedly disclosing "in Figure 2, a conceptual design of an MPEG video stream, a video sequence layer, is made up of a group a pictures layer, which is in turn made up of a picture layer (Figure 2)."

As discussed on page 7 of the Office Action, Kato '663 is relied upon for allegedly disclosing the use of "a watermark-embedding unite 25, which embeds a key, within a watermark stored within MPEG audio data (column 9, line 20 – column 10, line 2)."

While not admitting to the asserted teachings of Sato, Kato '557 or Kato '663, it is respectfully submitted that neither Sato, Kato '557 nor Kato '663 teaches or suggests embedding tag information in first content, wherein the tag information indicates attributes related to second content. Accordingly, similar to Rangan and Zigmond as discussed above, neither Sato, Kato '557, nor Kato '663, teaches or suggests: URL specifying means which refers to tag information embedded in first content to specify at least one URL assigned to second content to be interrelated with the first content for reproduction output or fetch means for fetching the second content assigned with the URL specified by the URL specifying means, as required in independent claim 44; or a broadcast device that is operable to embed, in first content, tag information which indicates attributes related to second content to be interrelated with the first content for reproduction and output or a terminal that is operable to specify any one URL based on the tag information embedded

in the received first content, and to fetch the second content having the URL assigned thereto, as required in independent claim 13.

Because neither Rangan, Zigmond, Sato, Kato '557 or Kato '663 teaches that which is required in independent claims 44 or 13, it is respectfully submitted that the combination of the teachings of Rangan, Zigmond, Sato, Kato '557 or Kato '663 additionally fails to teach that which is required in independent claims 44 and 13.

In light of the above discussion, it is respectfully submitted that claims 2, 3, 5-11, 13-21 and 44 are patentable over Rangan, Zigmond, Sato, Kato '557 or Kato '663 within the meaning of 35 U.S.C. § 103.

It is respectfully submitted that newly added claims 22-43 are additionally patentable over the prior art of record the following reasons.

Newly added independent claim 22 requires, *inter alia*, URL inquiry means which notifies a server provided on the network of tag information (which indicates attributes related to the second content to be interrelated with the first content for reproduction output) embedded in the first content and inquires about at least one URL assigned to the second content to be interrelated with the first content for reproduction and output. Claim 22 additionally requires a fetch means for fetching the second content assigned with the URL obtained as a result of the inquiry by the URL means.

Claim 31 requires, *inter alia*, URL specifying means which refers to the tag information (embedded in first content to be broadcast which indicates attributes related to a second content to be interrelated with the first content reproduction output) notified by the terminal to specify at least one URL assigned to the second content to be interrelated with the first content for reproduction and output. Claim 31 additionally requires URL transmitting means for transmitting the URL specified by the URL specifying means to the terminal.

For reasons discussed above with respect to claims 44 and 13, it is additionally respectfully submitted that the prior art of record fails to teach that which is required in newly added independent claims 22 and 31. In particular, neither Rangan, Zigmond, Sato, Kato '557 or Kato '663 teaches or suggests: URL inquiry means which notifies a server provided on a network of tag information embedded in first content and inquires about at least one URL assigned to second content to be

interrelated with the first content for reproduction and output; or a fetch means for fetching the second content assigned with the URL obtained as a result of the inquiry by the URL means, as required in independent claim 22; or URL specifying means which refers to tag information notified by a terminal to specify at least one URL assigned to second content to be interrelated with the first content for reproduction and output or URL transmitting means for transmitting the URL specified by the URL specifying means to the terminal, as required in independent claim 31.

As claims 23-30 and 32-34 are dependent upon claims 22 and 31, respectively, and therefore include all the limitations thereof, it is respectfully submitted that the applied prior art additionally fails to teach or suggest that which is required in claims 23-30 and 32-34.

In light of the above discussion, it is respectfully submitted that claims 22-34 are additionally patentable over the prior art of record within the meaning of 35 U.S.C. § 103.

Newly added independent claim 35 is drawn to an aspect of the present invention wherein a particular URL is specified such that an area-specific second content can be used. In particular, the fetch means of claim 35 is required to refer "to the URL embedded in the first content and the location information to specify a URL related to a second content for use in the area of the terminal, and fetching the second content based on the specified URL."

It is respectfully submitted that neither Rangan, Zigmond, Sato, Kato '557 or Kato '663, either singly or in combination, teaches the above identified limitation. Accordingly, it is respectfully submitted that claim 35, and dependent claims 36 and 37, are patentable over a combination of Rangan, Zigmond, Sato, Kato '557 and Kato '663, within the meaning of 35 U.S.C. § 103.

Newly added independent claim 38 is drawn to an aspect of the present invention wherein key information is extracted from the second content for descrambling the first content. In particular, the reproduction and output means of claim 38 is required to extract the key information from the second content fetched by the fetching means, descramble the first content by the key information and interrelate the first and second contents with each other for reproduction and output.

It is respectfully submitted that Rangan, Zigmond, Sato, Kato '557 and Kato '663 fails to teach the above-identified limitation. Accordingly, it is respectfully submitted that a combination of

the teachings of Rangan, Zigmond, Sato, Kato '557 or Kato '663 additionally fails to teach that which is required in independent claim 38.

In light of the above discussion, it is respectfully submitted that independent claim 38, and dependent claims 39-43 are therefore patentable over the prior art of record within the meaning of 35 U.S.C. § 103.

Having fully and completely responded to the Office Action, Applicants submit that all of the claims are now in condition for allowance, an indication of which is respectfully solicited.

If there are any outstanding issues that might be resolved by an interview or an Examiner's amendment, the Examiner is requested to call Applicants' attorney at the telephone number shown below.

Respectfully submitted,

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TITLE OF THE INVENTION

CONTENT PROVIDING SYSTEM AND TERMINAL USED THEREIN

BACKGROUND OF THE INVENTION

5 Field of the Invention

The present invention relates to content providing systems and terminals used therein and, more specifically, to a content providing system interrelating a to-be-broadcast first content and a second content stored on a network, and a terminal used therein.

10

Description of the Background Art

On ground-wave nationwide television broadcasting, programs are distributed by a key station to local stations for broadcast.

15 If broadcast over commercial network, those programs are inserted with commercial messages (CMs). Such insertion of CMs are done by the key station if the CMs are nationally targeted, and by the local stations if regionally targeted.

20 Recently, a communications network including Internet network and optical fiber network has been aggressively built, and e-commerce thereon has become quite popular (hereinafter, such communications network is referred to as network). Stored on such networks are Web sites for merchandise advertisement and order reception, allowing users to do shopping from home.

25 On BS digital broadcasting to be started from December, 2000,



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46  
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programs are to be broadcast nationwide directly from the key station via a satellite digital broadcasting network. Therefore, if the network is a commercial network, the key station still can insert the CMs, whereas the local station cannot.

5        Here, those Web sites stored on the network are often regionally located. Also, there is a possibility of newly providing a storage for storing the regional CMs on the network.

      Accordingly, considered herein is inserting such regional Web sites and CMs stored on the network to the programs broadcast  
10 via the satellite digital broadcasting network.

#### SUMMARY OF THE INVENTION

      Therefore, an object of the present invention is to implement a system interrelating a program coming via a satellite digital  
15 broadcasting network and regional CMs stored on a network.

      The present invention has the following features to attain the above-discussed object.

      A first aspect of the present invention is directed to a terminal for receiving a first content to be broadcast and fetching  
20 a second content stored on a network, and interrelating the received first content and the fetched second content with each other for reproduction and output. The second content is plurally stored on the network. The second content is assigned a URL indicating where the second content is stored on the network. The first  
25 content is embedded with tag information used to specify the URL

of the second content to interrelate the first and second contents with each other for reproduction and output. The terminal comprises: a reception part for receiving the first content; a fetch part for fetching the second content on the network; and  
5 a reproduction and output part for interrelating the first content received by the reception part and the second content fetched by the fetch part for reproduction and output. The fetch part refers to the tag information embedded in the first content received by the reception part to specify any one URL, and to fetch the second  
10 content having the assigned URL.

As described above, in the first aspect (or in the later-described thirteenth aspect), a second content is assigned a URL indicating where the second content is stored on a network, while a first content to be broadcast is embedded with tag  
15 information, which is used to specify the URL of the second content to be interrelated with the first content for reproduction and output. Based on the tag information, the terminal specifies the URL, and then fetches the second content having the assigned URL. Therefore, the second content can be the one to be interrelated  
20 with the received first content for reproduction and output. In this manner, a provider can interrelate a first content to be broadcast and a desired second content stored on the network with each other before providing those to a user.

According to a second aspect, in the first aspect, the first  
25 content is a program to be broadcast nationwide through a satellite

broadcasting network, the second content is a regional CM, the tag information has a name or an identifier of a sponsor and/or a product. Additionally, the terminal further comprises: a location storage part for storing location information indicating in which area the terminal is. As for the CM stored on the network, the fetch part refers to a table indicating the URL, the sponsor and/or the product, and a targeting area, and specifies the URL of the CM matching with the name or identifier of the sponsor and/or the product in the tag information embedded in the program received by the reception part, and with the area of the terminal.

As described above, in the second aspect (or in the later-described fourteenth aspect), tag information has a name or an identifier of a sponsor and/or a product and the terminal stores location information indicating in which area the terminal is located. Once a program is received, the terminal refers to a table indicating, as for each CM stored on the network, the URL, the sponsor and/or the product, and a targeting area, and specifies the URL of the CM matching with the name or identifier of the sponsor and/or product in the tag information embedded in the program received by the reception part, and with the area of the terminal. In this manner, a provider can interrelate a program to be broadcast nationwide through a satellite broadcasting network with a regional CM of a desired sponsor and/or a product made specifically for the area where terminal is located (i.e., the area where a user of the terminal lives), and provide those to users all over the

country.

According to a third aspect, in the second aspect, the terminal further comprises a table storage part for storing the table. The fetch part specifies, on its own, the URL by referring  
5 to the table stored in the table storage part.

As described above, in the third aspect (or in the later-described fifteenth aspect), the terminal itself stores the table, and carries out URL specification based thereon.

According to a fourth aspect, in the second aspect, the fetch  
10 part brings a name server, which has the table stored, to specify the URL by providing the tag information and the location information thereto.

As described above, in the fourth aspect (or in the later-described sixteenth aspect), the terminal brings a name  
15 server having the table stored to perform URL specification by providing the tag information and the location information thereto.

According to a fifth aspect, in the first aspect, the first content is scrambled, and the second content is embedded with key information used to descramble the first content. Further, the  
20 reproduction and output part extracts the key information from the second content fetched by the fetch part, descrambles the first content by the key information, and interrelates the first and second contents with each other for reproduction and output.

As described above, in the fifth aspect (or in the  
25 later-described twentieth aspect), the first content is scrambled,

and the second content is embedded with key information used to descramble the first content. The terminal extracts the key information from the fetched second content, and descrambles the received first content thereby. In this manner, the terminal has  
5 to fetch the second content, otherwise the received first content cannot be reproduced or outputted.

Therefore, a provider can make the user watch the second content (typically a CM) with the first content (typically a program).

10 According to a sixth aspect, in the fifth aspect, the second content is in a form of MPEG2 video stream, the key information is embedded in a user data region located in a predetermined layer of the MPEG2 video stream, and the reproduction and output part extracts the key information from the user data region.

15 As described above, in the sixth aspect, the second content is in a form of MPEG2 video stream, and the key information is embedded in a user data region located in a predetermined layer (e.g., group-of-picture layer, picture layer, or sequence layer) of the MPEG2 video stream.

20 According to a seventh aspect, in the sixth aspect, the predetermined layer is a group-of-picture layer.

According to an eighth aspect, in the sixth aspect, the predetermined layer is a picture layer.

25 According to a ninth aspect, in the sixth aspect, the predetermined layer is a sequence layer.

According to a tenth aspect, in the fifth aspect, the second content is in a form of MPEG2 video stream, the key information is embedded in the MPEG2 video stream by digital watermark, and the reproduction and output part decodes the MPEG2 video stream, and extracts the key information therefrom.

As described above, in the tenth aspect, the second content is in the form of MPEG2 video stream, and the key information is embedded therein by digital watermark. In this case, the MPEG2 video stream has to be decoded, otherwise the key information cannot be extracted. Thus, the second content is assuredly watched by the user.

According to an eleventh aspect, in the first aspect, the second content is predetermined by a timing for output, and the fetch part prefetches the second content before the timing to allow the reproduction and output part to output the second content with the timing.

As described above, in the eleventh aspect, the second content is prefetched before the timing predetermined for output thereof.

According to a twelfth aspect, in the first aspect, the tag information has the URL of the second content to be interrelated with the first content for reproduction and output, and the fetch part fetches the second content having the URL found in the tag information assigned.

25

As described above, in the twelfth aspect (in the later-described twenty-first aspect), the tag information embedded in the received first content has the URL, and the terminal  
5 fetches the second content having the URL assigned.

A thirteenth aspect of the present invention is directed to a content providing system for interrelating a first content to be broadcast and a second content stored on a network. The system comprises: a broadcast device for broadcasting the first  
10 content; a storage which is provided on the network, and stores a plurality of the second contents; and a terminal for receiving the first content broadcast by the broadcast device and fetching the second content from the storage, and interrelating the received first content and the fetched second content with each other for  
15 reproduction and output. The second content is assigned a URL indicating where the second content is stored on the network. The broadcast device embeds, in the first content, tag information used to specify the URL of the second content to be interrelated with the first content with each other for reproduction and output.  
20 The terminal specifies any one URL based on the tag information embedded in the received first content, and fetches the second content having the URL assigned.

According to a fourteenth aspect, in the thirteenth aspect, the first content is a program to be broadcast nationwide through  
25 a satellite broadcasting network. The second content is a regional

CM. The tag information has a name or an identifier of a sponsor and/or product. The terminal knows its own location, and refers to, as for the CM stored in the storage, a table indicating the URL, the sponsor and/or the product, and a targeting area, and  
5 specifies the URL of the CM matching with the name or identifier of the sponsor and/or product in the tag information embedded in the program received by the reception part, and with the area of the terminal.

According to a fifteenth aspect, in the fourteenth aspect,  
10 the terminal further stores the table, and specifies the URL on its own.

According to a sixteenth aspect, in the fourteenth aspect, the content providing system further comprises a name server having the table stored. The terminal brings the name server to specify  
15 the URL by providing the tag information and the location information thereto. Further, the name server specifies the URL, and responds the URL back to the terminal.

According to a seventeenth aspect, in the fifteenth aspect, the broadcast device further broadcasts the table, and the terminal  
20 receives and stores the table broadcast by the broadcast device.

As described above, in the seventeenth aspect, in addition to the program, the table is broadcast. The terminal then receives and stores the table.

According to an eighteenth aspect, in the fifteenth aspect,  
25 the broadcast device further broadcasts the table. Further, the



terminal receives the table broadcast by the broadcast device,  
selects, from the received table, only information relevant to  
the area of the terminal based on the location information stored  
therein, and stores a newly-generated table including the selected  
5 information only.

As described above, in the eighteenth aspect, in addition  
to the program, the table is broadcast. The terminal then receives  
the table, selects only information relevant to the area of the  
terminal, and then stores the newly-generated table having only  
10 the selected information. Accordingly, the amount of information  
stored in the terminal is reduced.

According to a nineteenth aspect, in the thirteenth aspect,  
the second content is predetermined with a timing for output.  
Further, the broadcast device embeds the tag information in a  
15 temporal position in the first content where the terminal can fetch  
the second content before the timing.

As described above, in the nineteenth aspect, the second  
content is predetermined by a timing for output. The broadcast  
device embeds the tag information in a temporal position of the  
20 first content where the terminal can prefetch the second content  
before the timing. Therefore, the terminal can output the second  
content with the timing.

According to a twentieth aspect, in the thirteenth aspect,  
the first content is scrambled. The broadcast device gives, to  
25 the storage, key information used to descramble the first content

before broadcasting the first content. The storage embeds the given key information in the second content stored therein. Further, the terminal extracts the key information from the second content fetched from the storage, descrambles the first content  
5 by the key information, and interrelates the first and second contents with each other for reproduction and output.

According to a twenty-first aspect, in the thirteenth aspect, the tag information has the URL of the second content to be interrelated with the first content to be broadcast by the broadcast  
10 device for reproduction and output. Further, the terminal fetches, from the storage, the second content corresponding to the URL.

These and other objects, features, aspects and advantages of the present invention will become more apparent from the following detailed description of the present invention when taken  
15 in conjunction with the accompanying drawings.

#### BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 is a block diagram showing the structure of a TV commerce system according to one embodiment of the present invention;

20 FIG. 2 is a bit map showing the structure of a first content (program) to be broadcast by a TV broadcast device 2 in FIG. 1;

FIG. 3 is a bit map showing the structure of a second content (CM) to be stored in a CM storage 3 in FIG. 1;

FIG. 4 is a flowchart showing, in brief, the comprehensive  
25 operation of the entire system in FIG. 1;

FIG. 5 is a flowchart showing, in brief, the operation (step S9 in FIG. 4) of a TV commerce terminal 1 in FIG. 1;

FIG. 6 is a block diagram showing the specific structure of the TV commerce terminal 1 in FIG. 1;

5        FIG. 7 is a flowchart showing the specific operation (processing procedure of an MPU 160 in FIG. 6) of the TV commerce terminal 1 in FIG. 1;

FIG. 8 is a flowchart showing, in detail, step S35 in FIG. 7, i.e., second content fetch processing carried out by the MPU  
10    160 in FIG. 6;

FIG. 9 is a flowchart showing step S41 in FIG. 8, i.e., exemplary URL specification processing (in the case that tag information has "sponsor" code, and the MPU 160 itself specifies URL) carried out by the MPU 160 in FIG. 6;

15        FIG. 10 shows a specific example of URL table stored in a memory part 180 in FIG. 6;

FIG. 11 shows a national URL table (upper; identical to the table of FIG. 10), and a regional URL table (lower) which is generated based on the upper;

20        FIG. 12 is a flowchart showing step S41 in FIG. 8, i.e., another exemplary URL specification processing (in the case that tag information has "sponsor" code, and the MPU 160 asks a name server 7 for URL specification) carried out by the MPU 160 in FIG. 6;

25        FIG. 13 is a flowchart showing step S41 in FIG. 8, i.e.,

still another exemplary URL specification processing (in the case that tag information has "product" code, and the MPU 160 asks the name server 7 for URL specification) carried out by the MPU 160 in FIG. 6;

5           FIG. 14 shows an exemplary URL table embedded in a program as tag information;

FIG. 15 shows an exemplary advertisement period table embedded in a program as tag information; and

10           FIG. 16 shows an exemplary user's watching status table embedded in a program as tag information.

#### DESCRIPTION OF THE PREFERRED EMBODIMENTS

Hereinafter, an embodiment of the present invention is described by referring to accompanying drawings.

15   (First Embodiment)

FIG. 1 is a block diagram showing the structure of a TV commerce system according to the embodiment of the present invention. In FIG. 1, the TV commerce system is structured by a TV commerce terminal 1, TV broadcast device 2, and CM storage 3.

20           The TV commerce terminal 1 is placed in a user's house who watches a digital TV program, and is connected to a TV 4. The CM storage 3 is placed in a local advertising agency, and connected to the user's TV commerce terminal 1 over a network 5 such as Internet network and optical fiber network. The TV broadcast device 2 is  
25   placed in a broadcasting station, from which digital TV programs

are broadcast to users all over the country over a satellite digital broadcasting network 6. The satellite broadcasting network is the one using broadcast/communications satellites.

The TV broadcast device 2 is connected to the CM storage 3 placed in the regional advertising agency via the network 5 or a dedicated circuit.

FIG. 2 is a bit map showing the structure of a first content (program) to be broadcast by the TV broadcast device 2 of FIG. 1. In FIG. 2, the first content includes a video/audio signal and tag information of a program. The video/audio signal has been scrambled, and thus requires a descramble key to make the program available for the user.

Here, a plurality of CMs are presumed to be inserted in a one-hour program whenever predetermined. For example, when 12 CMs are ready for the program, 4 of them are inserted at the beginning of the program, another 4 after 20 minutes, and the rest after 40 minutes.

The tag information interrelates the first content and a second content (CM) with each other. Such information is typically a URL, which is an address of the CM to be inserted in the program. In this embodiment, for allowing each local station to insert regional CMs, the tag information is presumed to be;

(1) a code indicating a specific sponsor (hereinafter, "sponsor code"), and (2) a code indicating a specific product (hereinafter, "product code").

The tag information is embedded in the first content, specifically in a position where the CM can be reproduced on time, allowing for a time taken for the TV commerce terminal 1 to fetch, based thereon, the CM from the CM storage 3. To be specific, as is the upper first content in FIG. 2, the tag information may be wholly embedded in the vicinity of the head, or as is the lower, may be partially embedded in positions wherever possible to be available in time for CM outputs.

10 In the system of FIG. 1, such structured first content (video/audio signal and tag information) is transmitted from the TV broadcast device 2 to the TV commerce terminal 1 via the satellite digital broadcasting network 6 in the form of MPEG-TS (transport stream).

15 FIG. 3 is a bit map showing the structure of the second content (CM) to be stored in the CM storage 3 of FIG. 1. In FIG. 3, the second content includes a video/audio signal and key information of a CM.

The key information is used to descramble the video/audio signal of the program included in the first content, and is preferably located at the tail of the second content, preventing the program from being reproduced before the CM's complete reproduction.

FIG. 4 is a flowchart showing, in brief, the comprehensive operation of the system of FIG. 1. With reference to FIG. 4,

described below is the operation of the system of FIG. 1.

In FIG. 4, first of all, the TV broadcast device 2 placed in a TV broadcasting station stores a digital TV program as the first content (step S1).

5       The CM storage 3 placed in a regional advertising agency stores, as the second contents, several sponsors' product CMs (step S2).

As an example, the CM storage 3 placed in Osaka stores a sponsor A's CMs targeting Osaka area, made for products of "Aa",  
10    "Ab", "Ac", and the like. Then, to each of those, a URL address is assigned to indicate where the CM is located. For example, assigned to the CM of "Aa" product is "ftp://oosaka.A.co.jp/a".

The TV commerce terminal 1 stores location information which tells its own location, and a URL table indicating from where the  
15    second contents are to be each fetched (that is, URL address of each CM stored in step S2) (step S3).

Next, the TV broadcast device 2 provides, to the CM storage 3 (in each area), key information as for the first content stored in step S1 (step S4). On the other hand, provided from the CM  
20    storage 3 (in each area) to the TV broadcast device 2 is the tag information as for the second contents stored in step S2 (step S5).

The CM storage 3 (in each area) then embeds the key information given in step S4 to the second contents stored in step S2 (step  
25    S6). The TV broadcast device 2 embeds, on the other hand, the

tag information given in step S5 in the first content stored in step S1 (step S7).

Accordingly, the first content (program) and the second content (CM) are interrelated with each other with the help of the tag information, location information, and URL table. Also, as the key information has been embedded in the CM, the TV commerce terminal 1 has to reproduce the CM first, otherwise no program becomes available.

Next, the TV broadcast device 2 broadcasts, via the satellite digital broadcasting network 6, the first content (video/audio signal and tag information; FIG. 2) to the TV commerce terminals 1 all over the country (step S8).

The TV commerce terminals 1 each receive the first content broadcast in step S8, extract the CMs stored in step S2, and reproduce the program and CMs for output to the TV 4 (step S9). Thereafter, the system determines whether to continue its operation (step S10). If determined Yes, the procedure returns to step S1 to repeat the same procedure as above. If No, the system terminates its operation.

FIG. 5 is a flowchart showing, in brief, the operation (step S9 in FIG. 4) of the TV commerce terminal 1 in FIG. 1.

In FIG. 5, the TV commerce terminal 1 receives the first content via a satellite antenna (step S11), and then extracts the tag information therefrom (step S12). The TV commerce terminal 1 then selects a CM (to be inserted into the program for reproduction)



according to the tag information extracted in step S12, and the location information stored in step S3 (step S13).

Here, in the CM selection processing in step S13, the tag information and the location information may or may not uniquely  
5 determine the CM. If it does determine the CM, the TV commerce terminal 1 then automatically selects the CM. If it does not determine the CM, the TV commerce terminal 1 displays some potential CMs and leave those for the user's selection.

The TV commerce terminal 1 refers to the location information  
10 and the URL table stored in step S3 to perform URL specification for the CM selected in step S13 (step S14), and then fetches the second content having the URL assigned from the CM storage 3 (step S15).

Then, the TV commerce terminal 1 reproduces the video/audio  
15 signal of the CM in the second content fetched in step S15 (step S16), and then extracts the key information from the second content (step S17). Thereafter, the TV commerce terminal 1 uses the key information extracted in step S17 to descramble, for reproduction, the video/audio signal of the program in the first content (step  
20 S18). The video/audio signals of the program and the CM reproduced in step S18 are then outputted to the TV 4 with a predetermined timing (step S19). Then, the TV commerce terminal 1 (the procedure returns to the flow in FIG. 4) goes through step S10.

In the above operation, "both the location information and  
25 the URL table are stored in the TV commerce terminal 1 (step S3)",

and then "TV commerce terminal 1 itself selects the CM based thereon (step S13)". Alternatively, the system of FIG. 1 may be additionally provided with a name server 7 for storing the URL table, and thus the TV commerce terminal 1 may store only the location  
5 information.

If this is the case, the above step S3 is replaced with steps S3a and S3b as follows:

"the TV commerce terminal 1 stores the location information (step S3a), while the name server 7 stores the URL table (step  
10 S3b).

Also, the above step S13 is replaced with steps S13a and S13b as follows:

"the TV commerce terminal 1 gives the tag information and the location information to the name server 7, and brings the name  
15 server 7 to carry out URL specification (step S13a). In response, the name server 7 refers to such given information and the URL table stored therein for URL specification, and then gives the result obtained thereby back to the TV commerce terminal 1 (step S13b)."

20 Described next is a specific implementation of this system.  
<processing from program creation to program broadcast (corresponding to steps S1 to S8 in FIG. 4)>

In FIG. 1, a TV broadcasting station creates a first content, which is an entertainment TV program such as a drama and documentary.  
25 Here, this is not restrictive, and any independent firm

(subcontractor) will do.

A local advertising agency looks for any sponsor who is willing to pay for the program (air time). If found, the agency negotiates with the TV broadcasting station (subcontractor) when  
5 the program is to be on the air, nationwide, via the satellite digital broadcasting network 6.

The advertising agency also creates a CM, a second content, for the sponsor.

Then, the TV broadcast device 2 in the TV broadcasting station  
10 and the CM storage 3 in the advertising agency exchange key information and tag information therebetween. The TV broadcast device 2 then embeds the tag information in the program, while the CM storage 3 embeds the key information in the CM. Here, the TV broadcasting station may receive a CM from the advertising agency  
15 and embed both information therein, or the advertising agency may receive a program from the TV broadcasting station and embed both information therein.

The tag information (TVRL; Television Resource Locator) is used to interrelate a program and a CM with each other.  
20 Specifically, Such TVRL includes, in addition to the above-described "sponsor" code and "product" code, a "manufacturer" code specifically indicating who produced the product. Here, the "code" is an identifier (ID) uniquely allocated for companies or products, and typically is the combination of  
25 character, symbol, number, and the like.

The TV broadcast device 2 subjects the program embedded with the tag information to scramble processing, to the extent that the tag information can be extracted from the scrambled program. Specifically, in the case that the program is transmitted in the form of MPEG-TS, the stream is sectionally assigned for transmission of tag information, and scramble processing is not executed to a transport packet including the section.

The key information embedded in the CM is used to descramble such scrambled program. When the CM is in the form of MPEG video stream, the key information is stored in a user data region located in a predetermined layer (e.g., group-of-picture layer, picture layer, or sequence layer) in the stream. Alternatively, the key information may be embedded in the MPEG2 video stream by digital watermark, and the MPEG decoding part 140 may decode the MPEG2 video stream so as to extract the key information therefrom.

The TV broadcast device 2 then converts the program into a radio wave so as to broadcast the program nationwide via the satellite digital broadcasting network 6 in the contracted air time. The broadcast radio wave is received by the user's TV commerce terminal 1 through the satellite antenna, and then converted into TV videos.

<processing from program reception to TV output (corresponding to step S9 in FIG. 4>

FIG. 6 is a block diagram showing the specific structure of the TV commerce terminal 1 of FIG. 1. In FIG. 6, the TV commerce

terminal 1 includes a TV reception part 110, data exchange part 120, video storage part 130, MPEG decoding part 140, display memory 150, MPU 160, IP communications control part 170, and memory part 180.

5           The TV reception part 110 receives the radio wave from the TV broadcast device 2, and converts the radio wave into MPEG-TS (may be converted into MPEG-PS or MPEG-ES, but anyhow, does not affect the essence of the present invention). The MPEG-TS from the TV reception part 110 is forwarded to the video storage part 10 130 or the MPEG decoding part 140 via the data exchange part 120.

          The video storage part 130 stores the MPEG-TS coming from the data exchange part 120. The MPEG-TS stored in the video storage part 130 is then forwarded to the MPEG decoding part 140 via the data exchange part 120. By forwarding the MPEG-TS via the video 15 storage part 130, the program can be time-shifted for reproduction (i.e., store and then reproduce).

          The IP communications control part 170 is connected to the CM storage 3 through the network 5. The memory part 180 previously stores location information and a URL table. The location 20 information stored therein is the user's home address inputted by the user at his/her purchase of the TV commerce terminal 1 (through buttons on a remote controller, for example). The URL table is the one multiplexed on a program, and broadcast with the program from the TV broadcast station 2. The TV reception part 110 receives 25 such URL table, and the memory part 180 stores the same.

The MPU 160 first selects a CM to be inserted into the program, for reproduction, according to the tag information, location information, and URL table. The MPU 160 then refers to the URL table to perform URL specification to the selected CM. Then,  
5 through the IP communications control part 170 and the network 5, the MPU 160 extracts the CM (MPEG video stream) applicable to the specified URL from the CM storage 3.

The MPEG decoding part 140 decodes the MPEG-TS coming from the data exchange part 120 and the MPEG video stream fetched by  
10 the MPU 160 so that the video/audio signals of the program and CM are reproduced.

The MPEG decoding part 140 is additionally provided with a descrambling function, TVRL extracting function, and key information extracting function. In other words, the MPEG  
15 decoding part 140 descrambles the MPEG-TS, extracts the tag information (TVRL) therefrom, and then extracts the key information from the MPEG video stream.

The display memory 150 stores the reproduced video/audio signals.

20 In the case that the system has been additionally provided with the name server 7, the memory part 180 stores only the location information. If this is the case, the MPU 160 provides the name server 7 with the tag information and the location information, and brings the name server 7 to select a CM to be inserted in the  
25 program, and performs URL specification to the selected CM. In

response, the name server 7 operates as requested, and gives the result obtained thereby back to the MPU 160. The MPU 160 then fetches the applicable CM having the URL assigned from the CM storage 3.

5           At the time of CM selection, if the tag information, location information, and URL table do not uniquely determine a CM, the MPU 160 leaves the CM selection for the user. In such case, the user may tap his/her keyboard (not shown) to input his/her selection (or the MPU 160 may perform CM selection according to its discretion,  
10   or at random).

With reference to FIG. 7 for flowchart, described next is the operation of such structured TV commerce terminal 1.

FIG. 7 is a flowchart showing the specific operation (processing procedure of the MPU 160 in FIG. 6) of the TV commerce  
15   terminal 1 of FIG. 1. In FIG. 7, the MPU 160 first instructs the TV reception part 110 to convert a broadcasting signal into MPEG-TS (step S31), and then forwards the MPEG-TS to the MPEG decoding part 140 or the video storage part 130 via the data exchange part 120 (step S32).

20           The MPEG decoding part 140 sequentially decodes the MPEG-TS coming directly from the TV reception part 110 or via the video storage part 130. At this time, the MPU 160 instructs the MPEG decoding part 140 to extract the tag information from the MPEG-TS (step S33).

25           The MPU 160 then monitors the MPEG decoding part 140 to

determine whether any new tag information has been extracted during the decoding (step S34). If determined Yes, the MPU 160 goes through the processing of fetching the second content (CM) (step S35). Then, the procedure returns to step S31 to repeat the same processing as above.

If determined No in step S35, the MPU 160 monitors the MPEG decoding part 140 to determine whether a key for descrambling the first content (MPEG-TS corresponding to the program) has been already obtained (step S36). If the determination is No, the procedure returns to step S31 to repeat the same processing as above.

If determined Yes in step S36, the MPU 160 instructs the MPEG decoding part 140 to temporarily stop the decode processing with respect to the first content (step S37), and then decodes the second content (MPEG video stream corresponding to the CM) so as to extract the key therefrom (step S38). Then, the MPU 160 brings the MPEG decoding part 140 to start again the decode processing (step S39). The procedure then returns to step S31, and repeats the same processing as above.

FIG. 8 is a flowchart showing, in detail, step S35 in FIG. 35, i.e., the second content fetch processing carried out by the MPU 160 in FIG. 6. In FIG. 8, the MPU 160 first performs URL specification based on the TVRL extracted in step S33 in FIG. 7. That is, the MPU 160 perform URL specification to the CM to be inserted in the program for reproduction (step S41).



Next, the MPU 160 fetches, from the CM storage 3 via the IP communications control part 170, the second content having the URL specified in step S41 assigned, and stores the second content in the video storage part 130 (step S42). Then, the procedure  
5 returns to the flow in FIG. 8.

<specific example of URL specification processing>

FIG. 9 is a flowchart showing step S41 in FIG. 8, i.e., exemplary URL specification processing (in the case that tag information has "sponsor" code, and the MPU 160 itself performs  
10 URL specification) carried out by the MPU 160 in FIG. 6.

In FIG. 9, the MPU 160 first analyzes the tag information (TVRL) extracted by the MPEG decoding part 140 from the first content, and extracts a "sponsor" code therefrom (step S51).

Next, the MPU 160 selects, according to the location  
15 information and the URL table stored in the memory part 180, and the "sponsor" code extracted from the tag information in step S51, the second content to be fetched, that is, a CM to be inserted in the program for reproduction (step S52).

Here, the selection processing in step S52 is specifically  
20 described.

FIG. 10 is a specific URL table stored in the memory part 180 in FIG. 6. The table of FIG. 10 carries sponsors of "A" and "B", and addresses (URL) of CMs regionally classified into "Osaka", "Nagoya", and "Tokyo". As is known from the table, the CMs of  
25 the sponsor "B" are regionally one each, but the sponsor "A" has

plural CMs for each region (e.g., CMs of household electrical appliances such as refrigerators and washing machines, and AV equipment such as televisions and stereo sets).

Assuming that the location information stored in the memory part 180 indicates "Osaka", and the "sponsor" code extracted from the tag information indicates "B", the MPU 160 refers to, in step S52, the table of FIG. 10, and then selects the CM for Osaka of the sponsor "B".

As another example, assuming that the location information stored in the memory part 180 indicates "Osaka", and the "sponsor" code extracted from the tag information indicates "A", the MPU 160 refers to, in step S52, the table of FIG. 10, and selects both CMs of the "household electrical appliances" and "AV equipment" for Osaka of the sponsor "A".

In the case that such selected plural CMs need to be singularly selected, the MPU 160 displays, for example, a screen on its display (not shown) for the user to select either CM of "household electrical appliance" or "AV equipment". Alternatively, the user may previously input his/her sex, age, hobby, and the like, to the TV commerce terminal 1 through a keyboard (not shown), for example, and the MPU 160 may perform CM selection based thereon.

Referring back to FIG. 9, the MPU 160 then performs URL specification by referring to the URL table stored in the memory part 180. That is, the MPU 160 specifies the address (URL) of the second content (CM) selected in step S52 (step S53). Thereafter,

the procedure returns to the flow in FIG. 8.

Herein, the URL table stored in the memory part 180 is the one obtained from the TV broadcast device 2 by air. Or, the URL table may be previously stored in the memory part 180 at the shipment  
5 of the TV commerce terminal 1.

The memory part 180 in the TV commerce terminal 1 may store, instead of such national URL table as in FIG. 10, a regional URL table having only information relevant to the area where the TV commerce terminal 1 is placed.

10 In order to have the memory part 180 store the regional URL table, one manner is exemplarily described next. That is, the TV broadcast device 2 broadcasts the national URL table, which is then received by the TV commerce terminal 1. Then, as shown in FIG. 11, the TV commerce terminal 1 extracts, from the national  
15 URL table, only information relevant to the area where the TV commerce terminal 1 is placed. The regional URL table is thus generated.

Specifically, the MPU 160 extracts, from the national URL table received by the TV reception part 110, the information  
20 relevant to the area of the TV commerce terminal 1 based on the location information stored in the memory part 180. Thus generated is the regional URL table having only the extracted information, and then the table is stored in the memory part 180. Accordingly, the amount of information stored in the memory part 180 is reduced.

25 FIG. 12 is a flowchart showing step S41 in FIG. 8, i.e.,

another exemplary URL specification processing (in the case that tag information has "sponsor" code, and the MPU 160 asks a name server 7 for URL specification) carried out by the MPU 160 in FIG. 6.

5           In FIG. 12, the MPU 160 first analyzes the tag information (TVRL) extracted from the first content, and then extracts the "sponsor" code therefrom (step S61).

          Here, stored in the memory part 180 are the location information and the address of the name server 7 having the URL  
10   table stored (e.g., "osaka.name.com").

          Next, the MPU 160 transmits, to the name server 7 via the IP communications control part 170, the "sponsor" code extracted in step S61 and the location information stored in the memory part 180 (step S62).

15           Since having the URL table stored, the name server 7 carries out, in place of the MPU 160, the above-described CM selection processing (step S52) and URL specification processing (step S53).

          In detail, based on the location information and "sponsor" code given in step S62, and the stored URL table, the name server  
20   7 selects a second content to be fetched, that is, a CM to be inserted in the program (step S63). The name server 7 then specifies the URL by referring to the URL table, that is, specifies the address (URL) of the second content (CM) selected in step S63 (step S64), and gives the result obtained thereby back to the TV commerce  
25   terminal 1.

Next, the MPU 160 receives the URL responded back from the name server 7 (step S65). The procedure then returns to the flow in FIG. 9.

Herein, if a plurality of CMs have been selected in step S64, and if there needs to be one selected therefrom, the name server 7 leave the CM selection for the user via the TV commerce terminal 1.

FIG. 13 is a flowchart showing step S41 in FIG. 8, i.e., still another exemplary URL specification processing (in the case that tag information has "product" code, and the MPU 160 asks the name server 7 for URL specification) carried out by the MPU 160 in FIG. 6.

In FIG. 13, the MPU 160 first analyzes the tag information (TVURL) extracted by the MPEG decoding part 140 from the first content, and then extracts the "product" code therefrom (step S71).

Here, stored in the memory part 180 are the location information and the address of the name server 7 having the URL table stored (e.g., "osaka.name.com").

The MPU 160 then transmits the "product" code extracted in step S71 and the location information stored in the memory part 180 to the name server 7 (addressed to its URL) via the IP communications control part 170 (step S72).

The name server 7 has the URL table stored, and selects a second content to be fetched, i.e., selects a CM to be inserted in the program (step S73). This selection is made based on the

"product" code and the location information given in step S72, and the URL table stored in the name server 7.

The selection processing in step S73 is carried out next below, for example.

5        Assuming that the location information stored in the memory part 180 indicates "Osaka", and the "product" code informed by the MPU 160 is "sponsor A's household electrical appliances", the name server 7 refers to, in step S73, the table of FIG. 10, and then selects the CM for Osaka of the "sponsor A's household  
10    electrical appliances".

Referring back to FIG. 13, the name server 7 then specifies the URL by referring to the URL table, that is, specifies the URL of the second content (CM) selected in step S73 (step S74). The name server 7 then gives the result obtained thereby back to the  
15    TV commerce terminal 1.

The MPU 160 then receives the resultant URL transmitted by the name server 7 (step S75). The procedure then returns to the flow in FIG. 9.

As described above, in this embodiment, each second content  
20    stored on the network 5 (the CM storage 3 thereon) is assigned a URL, and a program (first content) to be broadcast (by the TV broadcast device 2 via the satellite digital broadcasting network 6) is embedded with tag information. The tag information is the one used for URL specification to a CM interrelated with the program  
25    for reproduction. Based on such tag information embedded in the

received program, the TV commerce terminal 1 first specifies the URL, and then fetches a CM having the URL assigned. Therefore, the CM fetched (from the CM storage 3) in such manner can be appropriately interrelated with the program. Accordingly, the user can be provided with a program to be broadcast together with his/her desired CM stored on the network 5, which are interrelated with each other.

Noted herein is that, the tag information has a "sponsor" code or a "product" code, and the TV commerce terminal 1 stores the location information indicating where the terminal 1 is. Once the program is received, the TV commerce terminal 1 refers to a table indicating, as for each CM, the URL, the sponsor and/or the product, and a targeting area, and specifies the URL of the CM matching with the name or identifier of the sponsor and/or product in the tag information embedded in the program, and with the area of the terminal. In this manner, a program to be broadcast nationwide through a satellite broadcasting network can be interrelated with a regional CM of a desired sponsor and/or a product made specifically for the area where terminal is located (i.e., the area where a user of the terminal lives), and provided to users all over the country.

In this embodiment, the tag information is exemplarily a "sponsor" code or a "product" code. However, this is not restrictive, and the tag information may be anything as far as interrelating a program to be broadcast and a CM on the network.

For example, in this embodiment, the tag information and the URL table are described as being independent from each other. However, the tag information may be such URL table as shown in FIG. 14. The table in FIG. 14 has URLs for regional CMs. The TV commerce terminal 1 stores the location information, and once a program is received, performs URL specification to a CM made for the area of the terminal 1 by referring to the URL table of FIG. 14 embedded in the program as the tag information, and the location information.

Alternatively, the tag information may be an advertising period table as shown in FIG. 15. In the table in FIG. 15, each advertising period has each different sponsor (e.g., a period from February. 1, 2000 to March 1, 2000, a period from March 2, 2000 to December 31, 2000, and the like). Having previously stored the location information and the URL table as shown in FIG. 10, for example, and once a program is received, the TV commerce terminal 1 first selects a sponsor according to the advertisement period table in FIG. 15 which has been embedded in the program as the tag information, and the current time. Thereafter, by referring to the location information and the URL table of FIG. 10, the TV commerce terminal 1 carries out URL specification to a CM of the selected sponsor and targeting the area of the terminal 1. As an example, assuming that today is February 10, 2000, first by referring to the advertisement period table in FIG. 15, the sponsors "A" and "D" are selected as found in the period range of February



1, 2000 to March 1, 2000. Thereafter, by referring to the URL table in FIG. 10, URL specification is carried out with respect to the CMs of the sponsor "A" and "D". As such, by embedding the advertisement period table in the program as the tag information,  
5 the CMs to be inserted in the program may vary in sponsor according to the advertisement period (e.g., each different sponsor for February 1, 2000 to March 1, 2000).

The tag information may be a user's watching status table as shown in FIG. 16. The table in FIG. 16 has each different sponsor  
10 depending on the user's watching status (e.g., the user watches the program real time, or records the program for later). The TV commerce terminal 1 previously stores the location information and the URL table in FIG. 10, for example. Once received a program, the TV commerce terminal 1 first selects a sponsor based on the  
15 user's watching status table in FIG. 16 embedded in the program as the tag information, and the actual user's watching status. Thereafter, based on the location information and the URL table in FIG. 10, the TV commerce terminal 1 performs URL specification to a CM made by the selected sponsor and for the area of the terminal  
20 1. For example, if the user's watching status is "watch real time", based on the user's watching status table in FIG. 16, the applicable sponsors "A" and "D" are selected. Thereafter, based on the URL table in FIG. 10, URL specification is done with respect to the CMs of the sponsors "A" and "D". As such, by embedding the user's  
25 watching status table in the program, the CMs varied in sponsor

can be inserted depending on how the program is watched by the user (e.g., watched real time, or recorded for later).

In this embodiment, the tag information has the "sponsor" code or "product" code. Thus, in the case that the TV commerce system in FIG. 1 is additionally provided with the name server 7, the TV commerce terminal 1 gives the "sponsor" code or "product" code on the tag information, and the location information to the name server 7, and then brings the name server 7 to perform CM selection and URL specification. Alternatively, instead of the "sponsor" code or the "product" code for CM selection, a "program" ID specifying the program (to be embedded with the information) may be added to the tag information. If this is the case, the TV commerce terminal 1 informs the "program ID" on the tag information to the name server 7. The name server 7 then responds, back to the terminal 1, the applicable URL (or the URL table) of the CM made by the sponsor corresponding to the informed ID.

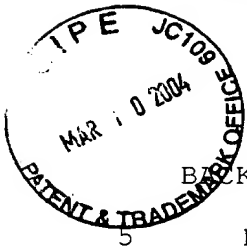
As is known from the above, by the tag information having the "program ID", and by the TV commerce terminal 1 informing the name server 7 of the "program ID" and receiving the applicable URL of the CM made by the sponsor of the program from the name server 7, the sponsor (of the program) can change the interrelationship between the program and the CM through the name server 7. That is, the sponsor can change which CM is to be inserted in the program. For example, the sponsor may previously determine, for each CM, how many times the CM to be fetched. When a certain

CM is fetched for the determined number of times (in other words,  
when the name server 7 informs the URL address of a certain CM  
back to the terminal 1 for the determined number of times), the  
name server 7 starts informing another CM's URL back to the terminal  
5 1.

While the invention has been described in detail, the  
foregoing description is in all aspects illustrative and not  
restrictive. It is understood that numerous other modifications  
and variations can be devised without departing from the scope  
10 of the invention.

## ABSTRACT OF THE DISCLOSURE

A system interrelating a program to be broadcast with a CM stored on a network 5 is implemented. The CMs (second contents) stored on the network 5 are each assigned a URL, while the program (first content) to be broadcast is embedded with tag information, which is used to specify the URL of the CM to be interrelated with the program for reproduction and output. Based on the tag information embedded in the received program, a TV commerce terminal 1 specifies any one URL and then fetches the CM having the URL assigned.



TITLE OF THE INVENTION

CONTENT PROVIDING SYSTEM AND TERMINAL USED THEREIN

BACKGROUND OF THE INVENTION

5

Field of the Invention

**RECEIVED**

**MAR 15 2003**

**Technology Center 2600**

The present invention relates to content providing systems and terminals used therein and, more specifically, to a content providing system interrelating a to-be-broadcast first content and a second content stored on a network, and a terminal used therein.

10

Description of the Background Art

On ground-wave nationwide television broadcasting, programs are distributed by a key station to local stations for broadcast.

15

If broadcast over commercial network, those programs are inserted with commercial messages (CMs). Such insertion of CMs are done by the key station if the CMs are nationally targeted, and by the local stations if regionally targeted.

20

Recently, a communications network including Internet network and optical fiber network has been aggressively built, and e-commerce thereon has become quite popular (hereinafter, such communications network is referred to as network). Stored on such networks are Web sites for merchandise advertisement and order reception, allowing users to do shopping from home.

25

On BS digital broadcasting to be started from December, 2000,

programs are to be broadcast nationwide directly from the key station via a satellite digital broadcasting network. Therefore, if the network is a commercial network, the key station still can insert the CMs, whereas but not the local station any more cannot.

5 Here, those Web sites stored on the network are often ~~found~~ regionally located. Also, there is a possibility of newly providing a storage for storing the regional CMs on the network.

Accordingly, considered herein is inserting such regional Web sites and CMs stored on the network to the programs broadcast  
10 via the satellite digital broadcasting network.

#### SUMMARY OF THE INVENTION

Therefore, an object of the present invention is to implement a system interrelating a program coming via a satellite digital  
15 broadcasting network and regional CMs stored on a network.

The present invention has the following features to attain the ~~object~~ above-discussed object.

A first aspect of the present invention is directed to a terminal for receiving a first content to be broadcast and fetching  
20 a second content stored on a network, and interrelating the received first content and the fetched second content with each other for reproduction and ~~output, wherein~~ output. The second content is plurally stored on the network. The second content is assigned a URL indicating where the second content is stored on the network.  
25 The first content is embedded with tag information used to specify

the URL of the second content to interrelate the first and second contents with each other for reproduction and output. The terminal comprises: a reception part for receiving the first content; a fetch part for fetching the second content on the network; and  
5 a reproduction and output part for interrelating the first content received by the reception part and the second content fetched by the fetch part for reproduction and output. The fetch part refers to the tag information embedded in the first content received by the reception part to specify any one URL, and to fetch the second  
10 content having the assigned URL.

~~the second content is plurally stored on the network,  
the second content is assigned a URL indicating where the second content is stored on the network, and  
the first content is embedded with tag information used to  
15 specify the URL of the second content to interrelate the first and second contents with each other for reproduction and output, and  
the terminal comprises:  
a reception part for receiving the first content;  
20 a fetch part for fetching the second content on the network, and  
a reproduction and output part for interrelating the first content received by the reception part and the second content fetched by the fetch part for reproduction and output, wherein  
25 the fetch part refers to the tag information embedded in~~

~~the first content received by the reception part to specify any one URL, and fetching the second content having the URL assigned.~~

As described above, in the first aspect (or in the later-described thirteenth aspect), a second content is assigned  
5 a URL indicating where the second content is stored on a network, while a first content to be broadcast is embedded with tag information, which is used to specify the URL of the second content to be interrelated with the first content for reproduction and output. Based on the tag information, the terminal specifies the  
10 URL, and then fetches the second content having the URL-assigned URL. Therefore, the second content can be the one to be interrelated with the received first content for reproduction and output. In this manner, a provider can interrelate a first content to be broadcast and a desired second content stored on the network  
15 with each other before providing those to a user.

According to a second aspect, in the first aspect, the first content is a program to be broadcast nationwide through a satellite broadcasting network, the second content is a regional CM, the tag information has a name or an identifier of a sponsor and/or  
20 a product. Additionally, the terminal further comprises: a location storage part for storing location information indicating in which area the terminal is. As for the CM stored on the network, the fetch part refers to a table indicating the URL, the sponsor and/or the product, and a targeting area, and specifies the URL  
25 of the CM matching with the name or identifier of the sponsor and/or



the product in the tag information embedded in the program received  
by the reception part, and with the area of the terminal.

~~the first content is a program to be broadcast nationwide~~  
~~through a satellite broadcasting network,~~

5 ~~the second content is a regional CM,~~

~~the tag information has a name or an identifier of a sponsor~~  
~~and/or a product, and~~

~~the terminal further comprises:~~

~~a location storage part for storing location information~~  
10 ~~indicating in which area the terminal is, wherein~~

~~as for the CM stored on the network, the fetch part refers~~  
~~to a table indicating the URL, the sponsor and/or the product,~~  
~~and a targeting area, and specifies the URL of the CM matching~~  
~~with the name or identifier of the sponsor and/or the product in~~  
15 ~~the tag information embedded in the program received by the~~  
~~reception part, and with the area of the terminal.~~

As described above, in the second aspect (or in the  
later-described fourteenth aspect), tag information has a name  
or an identifier of a sponsor and/or a product and the terminal  
20 stores location information indicating in which area the terminal  
is located. Once ~~received~~ a program is received, the terminal  
refers to a table indicating, as for each CM stored on the network,  
the URL, the sponsor and/or the product, and a targeting area,  
and specifies the URL of the CM matching with the name or identifier  
25 of the sponsor and/or product in the tag information embedded in

the program received by the reception part, and with the area of the terminal. In this manner, a provider can interrelate a program to be broadcast nationwide through a satellite broadcasting network with a regional CM of a desired sponsor and/or a product made specifically for the area where terminal is located (i.e., the area where a user of the terminal lives), and provide those to users all over the country.

According to a third aspect, in the second aspect, the terminal further comprises a table storage part for storing the table. The fetch part specifies, on its own, the URL by referring to the table stored in the table storage part.

~~the terminal further comprises a table storage part for storing the table, wherein~~  
~~the fetch part specifies, on its own, the URL by referring to the table stored in the table storage part.~~

As described above, in the third aspect (or in the later-described fifteenth aspect), the terminal itself stores the table, and carries out URL specification based thereon.

According to a fourth aspect, in the second aspect, the fetch part brings a name server, which has the table stored, to specify the URL by providing the tag information and the location information thereto.

As described above, in the fourth aspect (or in the later-described sixteenth aspect), the terminal brings a name server having the table stored to perform URL specification by

providing the tag information and the location information thereto.

According to a fifth aspect, in the first aspect, the first content is scrambled, and the second content is embedded with key information used to descramble the first content. Further, the reproduction and output part extracts the key information from the second content fetched by the fetch part, descrambles the first content by the key information, and interrelates the first and second contents with each other for reproduction and output.

~~the first content is scrambled, and~~  
10 ~~the second content is embedded with key information used to descramble the first content, and~~  
~~the reproduction and output part~~  
~~extracts the key information from the second content fetched by the fetch part,~~  
15 ~~descrambles the first content by the key information,~~  
~~and~~  
~~interrelates the first and second contents with each other for reproduction and output.~~

As described above, in the fifth aspect (or in the later-described twentieth aspect), the first content is scrambled, and the second content is embedded with key information used to descramble the first content. The terminal extracts the key information from the fetched second content, and descrambles the received first content thereby. In this manner, the terminal has to fetch the second content, otherwise cannot reproduce and output

the received first content cannot be reproduced or outputted.

Therefore, a provider can make the user watch the second content (typically a CM) with the first content (typically a program).

5       According to a sixth aspect, in the fifth aspect, the second content is in a form of MPEG2 video stream, the key information is embedded in a user data region located in a predetermined layer of the MPEG2 video stream, and the reproduction and output part extracts the key information from the user data region.

10       ~~the second content is in a form of MPEG2 video stream,~~  
      ~~the key information is embedded in a user data region located~~  
      ~~in a predetermined layer of the MPEG2 video stream, and~~  
      ~~the reproduction and output part extracts the key information~~  
      ~~from the user data region.~~

15       As described above, in the sixth aspect, the second content is in a form of MPEG2 video stream, and the key information is embedded in a user data region located in a predetermined layer (e.g., group-of-picture layer, picture layer, or sequence layer) of the MPEG2 video stream.

20       According to a seventh aspect, in the sixth aspect, the predetermined layer is a group-of-picture layer.

      According to an eighth aspect, in the sixth aspect, the predetermined layer is a picture layer.

      According to a ninth aspect, in the sixth aspect, the  
25       predetermined layer is a sequence layer.

According to a tenth aspect, in the fifth aspect, the second content is in a form of MPEG2 video stream, the key information is embedded in the MPEG2 video stream by digital watermark, and the reproduction and output part decodes the MPEG2 video stream, and extracts the key information therefrom.

~~the second content is in a form of MPEG2 video stream,  
the key information is embedded in the MPEG2 video stream  
by digital watermark, and  
the reproduction and output part decodes the MPEG2 video  
stream, and extracts the key information therefrom.~~

As described above, in the tenth aspect, the second content is in the form of MPEG2 video stream, and the key information is embedded therein by digital watermark. In this case, the MPEG2 video stream has to be decoded, otherwise the key information cannot be extracted. Thus, the second content is assuredly watched by the user.

According to an eleventh aspect, in the first aspect, the second content is predetermined by a timing for output, and the fetch part prefetches the second content before the timing to allow the reproduction and output part to output the second content with the timing.

~~the second content is predetermined by a timing for output,  
and  
the fetch part prefetches the second content before the  
timing to allow the reproduction and output part to output the~~

~~second content with the timing.~~

As described above, in the eleventh aspect, the second content is prefetched before the timing predetermined for output thereof.

5        According to a twelfth aspect, in the first aspect, the tag information has the URL of the second content to be interrelated with the first content for reproduction and output, and the fetch part fetches the second content having the URL found in the tag information assigned.

10        ~~the tag information has the URL of the second content to be interrelated with the first content for reproduction and output, and~~

~~the fetch part fetches the second content having the URL found in the tag information assigned.~~

15        As described above, in the twelfth aspect (in the later-described twenty-first aspect), the tag information embedded in the received first content has the URL, and the terminal fetches the second content having the URL assigned.

20        A thirteenth aspect of the present invention is directed to a content providing system for interrelating a first content to be broadcast and a second content stored on a ~~network, the~~ network. The system comprising comprises: a broadcast device for broadcasting the first content; a storage which is provided on the network, and stores a plurality of the second contents; and  
25        a terminal for receiving the first content broadcast by the

11  
broadcast device and fetching the second content from the storage,  
and interrelating the received first content and the fetched second  
content with each other for reproduction and output. The second  
content is assigned a URL indicating where the second content is  
5 stored on the network. The broadcast device embeds, in the first  
content, tag information used to specify the URL of the second  
content to be interrelated with the first content with each other  
for reproduction and output. The terminal specifies any one URL  
based on the tag information embedded in the received first content,  
10 and fetches the second content having the URL assigned.

~~a broadcast device for broadcasting the first content;  
a storage which is provided on the network, and stores a  
plurality of the second contents; and  
a terminal for receiving the first content broadcast by the  
15 broadcast device and fetching the second content from the storage,  
and interrelating the received first content and the fetched second  
content with each other for reproduction and output, wherein  
the second content is assigned a URL indicating where the  
second content is stored on the network,  
20 the broadcast device embeds, in the first content, tag  
information used to specify the URL of the second content to be  
interrelated with the first content with each other for  
reproduction and output, and  
the terminal specifies any one URL based on the tag  
25 information embedded in the received first content, and fetches~~

~~the second content having the URL assigned.~~

According to a fourteenth aspect, in the thirteenth aspect,  
the first content is a program to be broadcast nationwide through  
a satellite broadcasting network. The second content is a regional  
5 CM. The tag information has a name or an identifier of a sponsor  
and/or product. The terminal knows its own location, and refers  
to, as for the CM stored in the storage, a table indicating the  
URL, the sponsor and/or the product, and a targeting area, and  
specifies the URL of the CM matching with the name or identifier  
10 of the sponsor and/or product in the tag information embedded in  
the program received by the reception part, and with the area of  
the terminal.

~~the second content is a regional CM,~~  
~~the tag information has a name or an identifier of a sponsor~~  
15 ~~and/or product, and~~  
~~the terminal~~  
~~knows its own location, and~~  
~~refers to, as for the CM stored in the storage, a table~~  
~~indicating the URL, the sponsor and/or the product, and a targeting~~  
20 ~~area, and specifies the URL of the CM matching with the name or~~  
~~identifier of the sponsor and/or product in the tag information~~  
~~embedded in the program received by the reception part, and with~~  
~~the area of the terminal.~~

According to a fifteenth aspect, in the fourteenth aspect,  
25 the terminal further stores the table, and specifies the URL on



its own.

~~the terminal~~

~~further stores the table, and~~

~~specifies the URL on its own.~~

5       According to a sixteenth aspect, in the fourteenth aspect,  
the content providing system further comprises a name server having  
the table stored. The terminal brings the name server to specify  
the URL by providing the tag information and the location  
information thereto. Further, the name server specifies the URL,  
10 and responds the URL back to the terminal.

~~the content providing system further comprises a name server~~  
~~having the table stored, wherein~~

~~the terminal brings the name server to specify the URL by~~  
~~providing the tag information and the location information thereto,~~

15 ~~and~~

~~the name server specifies the URL, and responds the URL back~~  
~~to the terminal.~~

      According to a seventeenth aspect, in the fifteenth aspect,  
the broadcast device further broadcasts the table, and the terminal  
20 receives and stores the table broadcast by the broadcast device.

~~the broadcast device further broadcasts the table, and~~  
~~the terminal receives and stores the table broadcast by the~~  
~~broadcast device.~~

      As described above, in the seventeenth aspect, in addition  
25 to the program, the table is broadcast. The terminal then receives

and stores the table.

According to an eighteenth aspect, in the fifteenth aspect, the broadcast device further broadcasts the table.  
Further, the terminal receives the table broadcast by the broadcast  
5 device, selects, from the received table, only information relevant  
to the area of the terminal based on the location information stored  
therein, and stores a newly-generated table including the selected  
information only.

~~the broadcast device further broadcasts the table, and~~  
10 ~~the terminal~~  
~~receives the table broadcast by the broadcast device,~~  
~~selects, from the received table, only information~~  
~~relevant to the area of the terminal based on the location~~  
~~information stored therein, and~~  
15 ~~stores a newly-generated table including the selected~~  
~~information only.~~

As described above, in the eighteenth aspect, in addition to the program, the table is broadcast. The terminal then receives the table, selects only information relevant to the area of the  
20 terminal, and then stores the newly-generated table having only the selected information. Accordingly, the amount of information stored in the terminal is reduced.

According to a nineteenth aspect, in the thirteenth aspect, the second content is predetermined with a timing for output.  
25 Further, the broadcast device embeds the tag information in a

temporal position in the first content where the terminal can fetch the second content before the timing.

~~the second content is predetermined with a timing for output,~~  
and

5       ~~the broadcast device embeds the tag information in a temporal position in the first content where the terminal can fetch the second content before the timing.~~

As described above, in the nineteenth aspect, the second content is predetermined by a timing for output. The broadcast  
10 device embeds the tag information in a temporal position of the first content where the terminal can prefetch the second content before the timing. Therefore, the terminal can output the second content with the timing.

According to a twentieth aspect, in the thirteenth aspect,  
15 the first content is scrambled. The broadcast device gives, to the storage, key information used to descramble the first content before broadcasting the first content. The storage embeds the given key information in the second content stored therein. Further, the terminal extracts the key information from the second  
20 content fetched from the storage, descrambles the first content by the key information, and interrelates the first and second contents with each other for reproduction and output.

~~the first content is scrambled,~~

~~the broadcast device gives, to the storage, key information~~  
25 ~~used to descramble the first content before broadcasting the first~~

content, and

~~the storage embeds the given key information in the second content stored therein, and~~

~~the terminal~~

5 ~~extracts the key information from the second content fetched from the storage,~~

~~deserambles the first content by the key information, and~~

~~interrelates the first and second contents with each other for reproduction and output.~~

According to a twenty-first aspect, in the thirteenth aspect, the tag information has the URL of the second content to be interrelated with the first content to be broadcast by the broadcast device for reproduction and output. Further, the terminal fetches,

15 from the storage, the second content corresponding to the URL.

~~the tag information has the URL of the second content to be interrelated with the first content to be broadcast by the broadcast device for reproduction and output, and~~

~~the terminal fetches, from the storage, the second content~~

20 ~~corresponding to the URL.~~

These and other objects, features, aspects and advantages of the present invention will become more apparent from the following detailed description of the present invention when taken in conjunction with the accompanying drawings.

25

## BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 is a block diagram showing the structure of a TV commerce system according to one embodiment of the present invention;

FIG. 2 is a bit map showing the structure of a first content  
5 (program) to be broadcast by a TV broadcast device 2 in FIG. 1;

FIG. 3 is a bit map showing the structure of a second content  
(CM) to be stored in a CM storage 3 in FIG. 1;

FIG. 4 is a flowchart showing, in brief, the comprehensive  
operation of the entire system in FIG. 1;

10 FIG. 5 is a flowchart showing, in brief, the operation (step  
S9 in FIG. 4) of a TV commerce terminal 1 in FIG. 1;

FIG. 6 is a block diagram showing the specific structure  
of the TV commerce terminal 1 in FIG. 1;

FIG. 7 is a flowchart showing the specific operation  
15 (processing procedure of an MPU 160 in FIG. 6) of the TV commerce  
terminal 1 in FIG. 1;

FIG. 8 is a flowchart showing, in detail, step S35 in FIG.  
7, i.e., second content fetch processing carried out by the MPU  
160 in FIG. 6;

20 FIG. 9 is a flowchart showing step S41 in FIG. 8, i.e.,  
exemplary URL specification processing (in the case that tag  
information has "sponsor" code, and the MPU 160 itself specifies  
URL) carried out by the MPU 160 in FIG. 6;

FIG. 10 shows a specific example of URL table stored in a  
25 memory part 180 in FIG. 6;

FIG. 11 shows a national URL table (upper; identical to the table of FIG. 10), and a regional URL table (lower) which is generated based on the upper;

FIG. 12 is a flowchart showing step S41 in FIG. 8, i.e., another exemplary URL specification processing (in the case that tag information has "sponsor" code, and the MPU 160 asks a name server 7 for URL specification) carried out by the MPU 160 in FIG. 6;

FIG. 13 is a flowchart showing step S41 in FIG. 8, i.e., still another exemplary URL specification processing (in the case that tag information has "product" code, and the MPU 160 asks the name server 7 for URL specification) carried out by the MPU 160 in FIG. 6;

FIG. 14 shows an exemplary URL table embedded in a program as tag information;

FIG. 15 shows an exemplary advertisement period table embedded in a program as tag information; and

FIG. 16 shows an exemplary user's watching status table embedded in a program as tag information.

#### DESCRIPTION OF THE PREFERRED EMBODIMENTS

Hereinafter, an embodiment of the present invention is described by referring to accompanying drawings.

(First Embodiment)

FIG. 1 is a block diagram showing the structure of a TV commerce

system according to the embodiment of the present invention. In FIG. 1, the TV commerce system is structured by a TV commerce terminal 1, TV broadcast device 2, and CM storage 3.

The TV commerce terminal 1 is placed in a user's house who watches a digital TV program, and is connected to a TV 4. The CM storage 3 is placed in a local advertising agency, and connected to the user's TV commerce terminal 1 over a network 5 such as Internet network and optical fiber network. The TV broadcast device 2 is placed in a broadcasting station, from which digital TV programs are broadcast to users all over the country over a satellite digital broadcasting network 6. The satellite broadcasting network is the one using broadcast/communications satellites.

The TV broadcast device 2 is connected to the CM storage 3 placed in the regional advertising agency via the network 5 or a dedicated circuit.

FIG. 2 is a bit map showing the structure of a first content (program) to be broadcast by the TV broadcast device 2 of FIG. 1. In FIG. 2, the first content includes a video/audio signal and tag information of a program. The video/audio signal has been scrambled, and thus requires a descramble key to make the program available for the user.

Here, a plurality of CMs are presumed to be inserted in a one-hour program whenever predetermined. For example, when 12 CMs are ready for the program, 4 of them are inserted at the beginning of the program, another 4 after 20 minutes, and the rest after

40 minutes.

The tag information interrelates the first content and a second content (CM) with each other. Such information is typically a URL, which is an address of the CM to be inserted in the program.

5 In this embodiment, for allowing each local station to insert regional CMs, the tag information is presumed to be;

(1) a code indicating a specific sponsor (hereinafter, "sponsor code"), and (2) a code indicating a specific product (hereinafter, "product code").

10 ~~(2) a code indicating a specific product (hereinafter, "product code").~~

The tag information is embedded in the first content, specifically in a position where the CM can be reproduced on time, allowing for a time taken for the TV commerce terminal 1 to fetch, based thereon, the CM from the CM storage 3. To be specific, as 15 is the upper first content in FIG. 2, the tag information may be wholly embedded in the vicinity of the head, or as is the lower, may be partially embedded in positions wherever possible to be available in time for CM outputs.

20 In the system of FIG. 1, such structured first content (video/audio signal and tag information) is transmitted from the TV broadcast device 2 to the TV commerce terminal 1 via the satellite digital broadcasting network 6 in the form of MPEG-TS (transport stream).

25 FIG. 3 is a bit map showing the structure of the second content



(CM) to be stored in the CM storage 3 of FIG. 1. In FIG. 3, the second content includes a video/audio signal and key information of a CM.

The key information is used to descramble the video/audio signal of the program included in the first content, and is preferably located at the tail of the second content, preventing the program from being reproduced before the CM's complete reproduction.

FIG. 4 is a flowchart showing, in brief, the comprehensive operation of the system of FIG. 1. With reference to FIG. 4, described below is the operation of the system of FIG. 1.

In FIG. 4, first of all, the TV broadcast device 2 placed in a TV broadcasting station stores a digital TV program as the first content (step S1).

The CM storage 3 placed in a regional advertising agency stores, as the second contents, several sponsors' product CMs (step S2).

As an example, the CM storage 3 placed in Osaka stores a sponsor A's CMs targeting Osaka area, made for products of "Aa", "Ab", "Ac", and the like. Then, to each of those, a URL address is assigned to indicate where the CM is located. For example, assigned to the CM of "Aa" product is "ftp://oosaka.A.co.jp/a".

The TV commerce terminal 1 stores location information which tells its own location, and a URL table indicating from where the second contents are to be each fetched (that is, URL address of

each CM stored in step S2) (step S3).

Next, the TV broadcast device 2 provides, to the CM storage 3 (in each area), key information as for the first content stored in step S1 (step S4). On the other hand, provided from the CM storage 3 (in each area) to the TV broadcast device 2 is the tag information as for the second contents stored in step S2 (step S5).

The CM storage 3 (in each area) then embeds the key information given in step S4 to the second contents stored in step S2 (step S6). The TV broadcast device 2 embeds, on the other hand, the tag information given in step S5 in the first content stored in step S1 (step S7).

Accordingly, the first content (program) and the second content (CM) are interrelated with each other with the help of the tag information, location information, and URL table. Also, as the key information has been embedded in the CM, the TV commerce terminal 1 has to reproduce the CM first, otherwise no program becomes available.

Next, the TV broadcast device 2 broadcasts, via the satellite digital broadcasting network 6, the first content (video/audio signal and tag information; FIG. 2) to the TV commerce terminals 1 all over the country (step S8).

The TV commerce terminals 1 each receive the first content broadcast in step S8, extract the CMs stored in step S2, and reproduce the program and CMs for output to the TV 4 (step S9). Thereafter,

the system ~~is determined~~determines whether to continue its operation (step S10). If determined Yes, the procedure returns to step S1 to repeat the same procedure as above. If No, the system terminates its operation.

5           FIG. 5 is a flowchart showing, in brief, the operation (step S9 in FIG. 4) of the TV commerce terminal 1 in FIG. 1.

          In FIG. 5, the TV commerce terminal 1 receives the first content via a satellite antenna (step S11), and then extracts the tag information therefrom (step S12). The TV commerce terminal  
10   1 then selects a CM (to be inserted into the program for reproduction) according to the tag information extracted in step S12, and the location information stored in step S3 (step S13).

          Here, in the CM selection processing in step S13, the tag information and the location information may or may not uniquely  
15   determine the CM. If it does determine the CM, the TV commerce terminal 1 then automatically selects the CM. If it does not determine the CM, the TV commerce terminal 1 displays some potential CMs and leave those for the user's selection.

          The TV commerce terminal 1 refers to the location information  
20   and the URL table stored in step S3 to perform URL specification for the CM selected in step S13 (step S14), and then fetches the second content having the URL assigned from the CM storage 3 (step S15).

          Then, the TV commerce terminal 1 reproduces the video/audio  
25   signal of the CM in the second content fetched in step S15 (step

S16), and then extracts the key information from the second content (step S17). Thereafter, the TV commerce terminal 1 uses the key information extracted in step S17 to descramble, for reproduction, the video/audio signal of the program in the first content (step S18). The video/audio signals of the program and the CM reproduced in step S18 are then outputted to the TV 4 with a predetermined timing (step S19). Then, the TV commerce terminal 1 (the procedure returns to the flow in FIG. 4) goes through step S10.

In the above operation, "both the location information and the URL table are stored in the TV commerce terminal 1 (step S3)", and then "TV commerce terminal 1 itself selects the CM based thereon (step S13)". Alternatively, the system of FIG. 1 may be additionally provided with a name server 7 for storing the URL table, and thus the TV commerce terminal 1 may store only the location information.

If this is the case, the above step S3 is replaced with steps S3a and S3b as follows:

"the TV commerce terminal 1 stores the location information (step S3a), while the name server 7 stores the URL table (step S3b).

Also, the above step S13 is replaced with steps S13a and S13b as follows:

"the TV commerce terminal 1 gives the tag information and the location information to the name server 7, and brings the name server 7 to carry out URL specification (step S13a). In response,

the name server 7 refers to such given information and the URL table stored therein for URL specification, and then gives the result obtained thereby back to the TV commerce terminal 1 (step S13b)."

5 Described next is a specific implementation of this system.  
<processing from program creation to program broadcast  
(corresponding to steps S1 to S8 in FIG. 4)>

In FIG. 1, a TV broadcasting station creates a first content, which is an entertainment TV program such as a drama and documentary.  
10 Here, this is not restrictive, and any independent firm (subcontractor) will do.

A local advertising agency looks for any sponsor who is willing to pay for the program (air time). If found, the agency negotiates with the TV broadcasting station (subcontractor) when  
15 the program is to be on the air, nationwide, via the satellite digital broadcasting network 6.

The advertising agency also creates a CM, a second content, for the sponsor.

Then, the TV broadcast device 2 in the TV broadcasting station  
20 and the CM storage 3 in the advertising agency exchange key information and tag information therebetween. The TV broadcast device 2 then embeds the tag information in the program, while the CM storage 3 embeds the key information in the CM. Here, the TV broadcasting station may receive a CM from the advertising agency  
25 and embed both information therein, or the advertising agency may

receive a program from the TV broadcasting station and embed both information therein.

The tag information (TVRL; Television Resource Locator) is used to interrelate a program and a CM with each other. Specifically, Such TVRL includes, in addition to the above-described "sponsor" code and "product" code, a "manufacturer" code specifically indicating who produced the product. Here, the "code" is an identifier (ID) uniquely allocated for companies or products, and typically is the combination of character, symbol, number, and the like.

The TV broadcast device 2 subjects the program embedded with the tag information to scramble processing, to the extent that the tag information can be extracted from the scrambled program. Specifically, in the case that the program is transmitted in the form of MPEG-TS, the stream is sectionally assigned for transmission of tag information, and scramble processing is not executed to a transport packet including the section.

The key information embedded in the CM is used to descramble such scrambled program. When the CM is in the form of MPEG video stream, the key information is stored in a user data region located in a predetermined layer (e.g., group-of-picture layer, picture layer, or sequence layer) in the stream. Alternatively, the key information may be embedded in the MPEG2 video stream by digital watermark, and the MPEG decoding part 140 may decode the MPEG2 video stream so as to extract the key information therefrom.

The TV broadcast device 2 then converts the program into a radio wave so as to broadcast the program nationwide via the satellite digital broadcasting network 6 in the contracted air time. The broadcast radio wave is received by the user's TV commerce terminal 1 through the satellite antenna, and then converted into TV videos.

<processing from program reception to TV output (corresponding to step S9 in FIG. 4)>

FIG. 6 is a block diagram showing the specific structure of the TV commerce terminal 1 of FIG. 1. In FIG. 6, the TV commerce terminal 1 includes a TV reception part 110, data exchange part 120, video storage part 130, MPEG decoding part 140, display memory 150, MPU 160, IP communications control part 170, and memory part 180.

The TV reception part 110 receives the radio wave from the TV broadcast device 2, and converts the radio wave into MPEG-TS (may be converted into MPEG-PS or MPEG-ES, but anyhow, does not affect the essence of the present invention). The MPEG-TS from the TV reception part 110 is forwarded to the video storage part 130 or the MPEG decoding part 140 via the data exchange part 120.

The video storage part 130 stores the MPEG-TS coming from the data exchange part 120. The MPEG-TS stored in the video storage part 130 is then forwarded to the MPEG decoding part 140 via the data exchange part 120. By forwarding the MPEG-TS via the video storage part 130, the program can be time-shifted for reproduction

(i.e., store and then reproduce).

The IP communications control part 170 is connected to the CM storage 3 through the network 5. The memory part 180 previously stores location information and a URL table. The location  
5 information stored therein is the user's home address inputted by the user at his/her purchase of the TV commerce terminal 1 (through buttons on a remote controller, for example). The URL table is the one multiplexed on a program, and broadcast with the program from the TV broadcast station 2. The TV reception part 110 receives  
10 such URL table, and the memory part 180 stores the same.

The MPU 160 first selects a CM to be inserted ~~in~~into the program, for reproduction, according to the tag information, location information, and ~~URL table~~table. The MPU 160 then refers  
to the URL table to perform URL specification to the selected CM.  
15 Then, through the IP communications control part 170 and the network 5, the MPU 160 extracts the CM (MPEG video stream) applicable to the specified URL from the CM storage 3.

The MPEG decoding part 140 decodes the MPEG-TS coming from the data exchange part 120 and the MPEG video stream fetched by  
20 the MPU 160 so that the video/audio signals of the program and CM are reproduced.

The MPEG decoding part 140 is additionally provided with a descrambling function, TVRL extracting function, and key information extracting function. In other words, the MPEG  
25 decoding part 140 descrambles the MPEG-TS, extracts the tag



information (TVRL) therefrom, and then extracts the key information from the MPEG video stream.

The display memory 150 stores the reproduced video/audio signals.

5           In the case that the system has been additionally provided with the name server 7, the memory part 180 stores only the location information. If this is the case, the MPU 160 provides the name server 7 with the tag information and the location information, and brings the name server 7 to select a CM to be inserted in the  
10   program, and performs URL specification to the selected CM. In response, the name server 7 operates as requested, and gives the result obtained thereby back to the MPU 160. The MPU 160 then fetches the applicable CM having the URL assigned from the CM storage  
3.

15           At the time of CM selection, if the tag information, location information, and URL table do not uniquely determine a CM, the MPU 160 leaves the CM selection for the user. In such case, the user may tap his/her keyboard (not shown) to input his/her selection (or the MPU 160 may perform CM selection according to its discretion,  
20   or at random).

With reference to FIG. 7 for flowchart, described next is the operation of such structured TV commerce terminal 1.

FIG. 7 is a flowchart showing the specific operation (processing procedure of the MPU 160 in FIG. 6) of the TV commerce  
25   terminal 1 of FIG. 1. In FIG. 7, the MPU 160 first instructs the

TV reception part 110 to convert a broadcasting signal into MPEG-TS (step S31), and then forwards the MPEG-TS to the MPEG decoding part 140 or the video storage part 130 via the data exchange part 120 (step S32).

5           The MPEG decoding part 140 sequentially decodes the MPEG-TS coming directly from the TV reception part 110 or via the video storage part 130. At this time, the MPU 160 instructs the MPEG decoding part 140 to extract the tag information from the MPEG-TS (step S33).

10           The MPU 160 then monitors the MPEG decoding part 140 to determine whether any new tag information has been extracted during the decoding (step S34). If determined Yes, the MPU 160 goes through the processing of fetching the second content (CM) (step S35). Then, the procedure returns to step S31 to repeat the same  
15   processing as above.

          If determined No in step S35, the MPU 160 monitors the MPEG decoding part 140 to determine whether a key for descrambling the first content (MPEG-TS corresponding to the program) has been already obtained ~~or not~~ (step S36). If the determination is No,  
20   the procedure returns to step S31 to repeat the same processing as above.

          If determined Yes in step S36, the MPU 160 instructs the MPEG decoding part 140 to temporarily stop the decode processing with respect to the first content (step S37), and then decodes  
25   the second content (MPEG video stream corresponding to the CM)

so as to extract the key therefrom (step S38). Then, the MPU 160 brings the MPEG decoding part 140 to start again the decode processing (step S39). The procedure then returns to step S31, and repeats the same processing as above.

5           FIG. 8 is a flowchart showing, in detail, step S35 in FIG. 35, i.e., the second content fetch processing carried out by the MPU 160 in FIG. 6. In FIG. 8, the MPU 160 first performs URL specification based on the TVRL extracted in step S33 in FIG. 7. That is, the MPU 160 perform URL specification to the CM to be  
10   inserted in the program for reproduction (step S41).

Next, the MPU 160 fetches, from the CM storage 3 via the IP communications control part 170, the second content having the URL specified in step S41 assigned, and stores the second content in the video storage part 130 (step S42). Then, the procedure  
15   returns to the flow in FIG. 8.

<specific example of URL specification processing>

FIG. 9 is a flowchart showing step S41 in FIG. 8, i.e., exemplary URL specification processing (in the case that tag information has "sponsor" code, and the MPU 160 itself performs  
20   URL specification) carried out by the MPU 160 in FIG. 6.

In FIG. 9, the MPU 160 first analyzes the tag information (TVRL) extracted by the MPEG decoding part 140 from the first content, and extracts a "sponsor" code therefrom (step S51).

Next, the MPU 160 selects, according to the location  
25   information and the URL table stored in the memory part 180, and

the "sponsor" code extracted from the tag information in step S51, the second content to be fetched, that is, a CM to be inserted in the program for reproduction (step S52).

Here, the selection processing in step S52 is specifically  
5 described.

FIG. 10 is a specific URL table stored in the memory part 180 in FIG. 6. The table of FIG. 10 carries sponsors of "A" and "B", and addresses (URL) of CMs regionally classified into "Osaka", "Nagoya", and "Tokyo". As is known from the table, the CMs of  
10 the sponsor "B" are regionally one each, but the sponsor "A" has ~~CMs~~-plural CMs for each region (e.g., CMs of household electrical appliances such as refrigeratorsu and washing machinesu, and AV equipment such as televisionsu and stereo setsu).

Assuming that the location information stored in the memory  
15 part 180 indicates "Osaka", and the "sponsor" code extracted from the tag information indicates "B", the MPU 160 refers to, in step S52, the table of FIG. 10, and then selects the CM for Osaka of the sponsor "B".

As an another example, assuming that the location information  
20 stored in the memory part 180 indicates "Osaka", and the "sponsor" code extracted from the tag information indicates "A", the MPU 160 refers to, in step S52, the table of FIG. 10, and selects both CMs of the "household electrical appliances" and "AV equipment" for Osaka of the sponsor "A".

25 In the case that such selected plural CMs need to be singularly

selected, the MPU 160 displays, for example, a screen on its display (not shown) for the user to select either CM of "household electrical appliance" or "AV equipment". Alternatively, the user may previously input his/her sex, age, hobby, and the like, to the TV commerce terminal 1 through a keyboard (not shown), for example, and the MPU 160 may perform CM selection based thereon.

Referring back to FIG. 9, the MPU 160 then performs URL specification by referring to the URL table stored in the memory part 180. That is, the MPU 160 specifies the address (URL) of the second content (CM) selected in step S52 (step S53). Thereafter, the procedure returns to the flow in FIG. 8.

Herein, the URL table stored in the memory part 180 is the one obtained from the TV broadcast device 2 by air. Or, the URL table may be previously stored in the memory part 180 at the shipment of the TV commerce terminal 1.

The memory part 180 in the TV commerce terminal 1 may store, instead of such national URL table as in FIG. 10, a regional URL table having only information relevant to the area where the TV commerce terminal 1 is placed.

In order to have the memory part 180 store the regional URL table, one manner is exemplarily described next. That is, the TV broadcast device 2 broadcasts the national URL table, and which is then received by the TV commerce terminal 1 ~~receives that~~. Then, as shown in FIG. 11, the TV commerce terminal 1 extracts, from the national URL table, only information relevant to the area where

4        1

the TV commerce terminal 1 is placed. The regional URL table is thus generated.

Specifically, the MPU 160 extracts, from the national URL table received by the TV reception part 110, the information relevant to the area of the TV commerce terminal 1 based on the location information stored in the memory part 180. Thus generated is the regional URL table having only the extracted information, and then the table is stored in the memory part 180. Accordingly, the amount of information stored in the memory part 180 is reduced.

10        FIG. 12 is a flowchart showing step S41 in FIG. 8, i.e., another exemplary URL specification processing (in the case that tag information has "sponsor" code, and the MPU 160 asks a name server 7 for URL specification) carried out by the MPU 160 in FIG. 6.

15        In FIG. 12, the MPU 160 first analyzes the tag information (TVRL) extracted from the first content, and then extracts the "sponsor" code therefrom (step S61).

Here, stored in the memory part 180 are the location information and the address of the name server 7 having the URL table stored (e.g., "osaka.name.com").

20        Next, the MPU 160 transmits, to the name server 7 via the IP communications control part 170, the "sponsor" code extracted in step S61 and the location information stored in the memory part 180 (step S62).

25        Since having the URL table stored, the name server 7 carries

8 1  
out, in place of the MPU 160, the above-described CM selection processing (step S52) and URL specification processing (step S53).

In detail, based on the location information and "sponsor" code given in step S62, and the stored URL table, the name server 7 selects a second content to be fetched, that is, a CM to be inserted in the program (step S63). The name server 7 then specifies the URL by referring to the URL table, that is, specifies the address (URL) of the second content (CM) selected in step S63 (step S64), and gives the result obtained thereby back to the TV commerce terminal 1.

Next, the MPU 160 receives the URL responded back from the name server 7 (step S65). The procedure then returns to the flow in FIG. 9.

Herein, if ~~the CM~~ a plurality of CMs have been ~~plurally~~ selected in step S64, and if there needs to ~~singularly be one~~ one selected ~~one thereamong therefrom~~, the name server 7 leave the CM selection for the user via the TV commerce terminal 1.

FIG. 13 is a flowchart showing step S41 in FIG. 8, i.e., still another exemplary URL specification processing (in the case that tag information has "product" code, and the MPU 160 asks the name server 7 for URL specification) carried out by the MPU 160 in FIG. 6.

In FIG. 13, the MPU 160 first analyzes the tag information (TVRL) extracted by the MPEG decoding part 140 from the first content, and then extracts the "product" code therefrom (step S71).

Here, stored in the memory part 180 are the location information and the address of the name server 7 having the URL table stored (e.g., "osaka.name.com").

5 The MPU 160 then transmits the "product" code extracted in step S71 and the location information stored in the memory part 180 to the name server 7 (addressed to its URL) via the IP communications control part 170 (step S72).

10 The name server 7 has the URL table stored, and selects a second content to be fetched, i.e., selects a CM to be inserted in the program (step S73). This selection is made based on the "product" code and the location information given in step S72, and the URL table stored in the name server 7.

The selection processing in step S73 is carried out next below, for example.

15 Assuming that the location information stored in the memory part 180 indicates "Osaka", and the "product" code informed by the MPU 160 is "sponsor A's household electrical appliances", the name server 7 refers to, in step S73, the table of FIG. 10, and then selects the CM for Osaka of the "sponsor A's household  
20 electrical appliances".

Referring back to FIG. 13, the name server 7 then specifies the URL by referring to the URL table, that is, specifies the URL of the second content (CM) selected in step S73 (step S74). The name server 7 then gives the result obtained thereby back to the  
25 TV commerce terminal 1.



The MPU 160 then receives the resultant URL transmitted by the name server 7 (step S75). The procedure then returns to the flow in FIG. 9.

As described above, in this embodiment, each second content  
5 stored on the network 5 (the CM storage 3 thereon) is assigned a URL, and a program (first content) to be broadcast (by the TV broadcast device 2 via the satellite digital broadcasting network 6) is embedded with tag information. The tag information is the one used for URL specification to a CM interrelated with the program  
10 for reproduction. Based on such tag information embedded in the received program, the TV commerce terminal 1 first specifies the URL, and then fetches a CM having the URL assigned. Therefore, the CM fetched (from the CM storage 3) in such manner can be appropriately interrelated with the program. Accordingly, the  
15 user can be provided with a program to be broadcast together with his/her desired CM stored on the network 5, which are interrelated with each other.

Noted herein is that, the tag information has a "sponsor" code or a "product" code, and the TV commerce terminal 1 stores  
20 the location information indicating where the terminal 1 is. Once ~~received the program~~ is received, the TV commerce terminal 1 refers to a table indicating, as for each CM, the URL, the sponsor and/or the product, and a targeting area, and specifies the URL of the CM matching with the name or identifier of the sponsor and/or product  
25 in the tag information embedded in the program, and with the area

of the terminal. In this manner, a program to be broadcast nationwide through a satellite broadcasting network can be interrelated with a regional CM of a desired sponsor and/or a product made specifically for the area where terminal is located (i.e.,  
5 the area where a user of the terminal lives), and provided to users all over the country.

In this embodiment, the tag information is exemplarily a "sponsor" code or a "product" code. However, this is not restrictive, and the tag information may be anything as far as  
10 interrelating a program to be broadcast and a CM on the network.

For example, in this embodiment, the tag information and the URL table are described as being independent from each other. However, the tag information may be such URL table as shown in FIG. 14. The table in FIG. 14 has URLs for regional CMs. The  
15 TV commerce terminal 1 stores the location information, and once ~~received~~ a program is received, performs URL specification to a CM made for the area of the terminal 1 by referring to the URL table of FIG. 14 embedded in the program as the tag information, and the location information.

20 Alternatively, the tag information may be an advertising period table as shown in FIG. 15. In the table in FIG. 15, each advertising period has each different sponsor (e.g., a period from February. 1, 2000 to March 1, 2000, a period from March 2, 2000 to December 31, 2000, and the like). Having previously stored  
25 the location information and the URL table as shown in FIG. 10,

forexample, and once ~~received~~ a program is received, the TV commerce terminal 1 first selects a sponsor according to the advertisement period table in FIG. 15 which has been embedded in the program as the tag information, and the current time. Thereafter, by referring to the location information and the URL table of FIG. 10, the TV commerce terminal 1 carries out URL specification to a CM of the selected sponsor and targeting the area of the terminal 1. As an example, assuming that today is February 10, 2000, first by referring to the advertisement period table in FIG. 15, the sponsors "A" and "D" are selected as found in the period range of February 1, 2000 to March 1, 2000. Thereafter, by referring to the URL table in FIG. 10, URL specification is carried out with respect to the CMs of the sponsor "A" and "D". As such, by embedding the advertisement period table in the program as the tag information, the CMs to be inserted in the program may vary in sponsor according to the advertisement period (e.g., each different sponsor for February 1, 2000 to March 1, 2000).

The tag information may be a user's watching status table as shown in FIG. 16. The table in FIG. 16 has each different sponsor depending on the user's watching status (e.g., the user watches the program real time, or records the program for later). The TV commerce terminal 1 previously stores the location information and the URL table in FIG. 10, for example. Once received a program, the TV commerce terminal 1 first selects a sponsor based on the user's watching status table in FIG. 16 embedded in the program

as the tag information, and the actual user's watching status. Thereafter, based on the location information and the URL table in FIG. 10, the TV commerce terminal 1 performs URL specification to a CM made by the selected sponsor and for the area of the terminal

5 1. For example, if the user's watching status is "watch real time", based on the user's watching status table in FIG. 16, the applicable sponsors "A" and "D" are selected. Thereafter, based on the URL table in FIG. 10, URL specification is done with respect to the CMs of the sponsors "A" and "D". As such, by embedding the user's

10 watching status table in the program, the CMs varied in sponsor can be inserted depending on how the program is watched by the user (e.g., watched real time, or recorded for later).

In this embodiment, the tag information has the "sponsor" code or "product" code. Thus, in the case that the TV commerce

15 system in FIG. 1 is additionally provided with the name server 7, the TV commerce terminal 1 gives the "sponsor" code or "product" code on the tag information, and the location information to the name server 7, and then brings the name server 7 to perform CM selection and URL specification. Alternatively, instead of the

20 "sponsor" code or the "product" code for CM selection, a "program" ID specifying the program (to be embedded with the information) may be added to the tag information. If this is the case, the TV commerce terminal 1 informs the "program ID" on the tag information to the name server 7. The name server 7 then responds,

25 back to the terminal 1, the applicable URL (or the URL table) of

the CM made by the sponsor corresponding to the informed ID.

As is known from the above, by the tag information having the "program ID", and by the TV commerce terminal 1 informing the name server 7 of the "program ID" and receiving the applicable  
5 URL of the CM made by the sponsor of the program from the name server 7, the sponsor (of the program) can change the interrelationship between the program and the CM through the name server 7. That is, the sponsor can change which CM is to be inserted in the program. For example, the sponsor may previously determine,  
10 for each CM, how many times the CM to be fetched. When a certain CM is fetched for the determined number of times (in other words, when the name server 7 informs the URL address of a certain CM back to the terminal 1 for the determined number of times), the name server 7 starts informing another CM's URL back to the terminal  
15 1.

While the invention has been described in detail, the foregoing description is in all aspects illustrative and not restrictive. It is understood that numerous other modifications and variations can be devised without departing from the scope  
20 of the invention.

ABSTRACT OF THE DISCLOSURE

A system interrelating a program to be broadcast with a CM stored on a network 5 is implemented. The CMs (second contents) stored on the network 5 are each assigned a URL, while the program (first content) to be broadcast is embedded with tag information, which is used to specify the URL of the CM to be interrelated with the program for reproduction and output. Based on the tag information embedded in the received program, a TV commerce terminal 1 specifies any one URL and then fetches the CM having the URL assigned.